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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 35 titles deal with a variety of topics, including the following: (1) television and scholastic achievement; (2) press freedom and the new world information order; (3) content analysis of Saturday morning children's television for food and nutrition information; (4) the "700 Club" as religion and as television; (5) alienation, communication, and mass media behavior; (6) sound perspective in motion picture dialogue sequences as a function of interpersonal diegetic space; (7) news media choice and audience gratifications--an application of the expectancy-value and lexicographic models; (8) visual complexity in television news; (9) foreign television program viewing and dependency; (10) imagery of family and workplace in television entertainment in the 1970s; (11) children's uses of television related to the acculturation process; (12) political television advertising objectives; (13) the definition of the audience in the history of television audience research; and (14) a legal and policy analysis of the deregulation of commercial radio. (HOD)

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Mass Communication:

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DETERMINANTS OF INFORMATION SOURCE SELECTION BY FARM FAMILIES IN TWO NORTH FLORIDA COUNTIES

Order No. DA8513355

ALLEN, PAMELA JO, PH.D. *The Florida State University*, 1985. 198pp. Major Professor: John K. Mayo

This study investigates existent agricultural communication channels used by an increasingly differentiated farm population. The purpose was (1) to examine which sources and channels of farm production information are utilized by the farm husbands and/or farm wives in the two county district, (2) to determine if small and large-scale operators use the same sources of farm production information, and (3) to determine if farmers use different sources for livestock production than for crop production.

Issues regarding the development of diffusion research in the U.S. are addressed. Shortcomings of the diffusion research tradition in the U.S. and LDCs are also discussed. A qualitative approach was used in conjunction with a quantitative data analysis to describe the existent communication sources and channels used by the 60 farmers comprising the study sample.

The review of literature indicates that farm husbands and wives may be considered joint decision makers, but may constitute different farm sub-groups. It was found that a greater proportion of farm wives use interpersonal information sources, such as family, friends, and neighbors, whereas a greater proportion of farm husbands use interpersonal extension, research-based personnel information sources.

A QUANTITATIVE AND QUALITATIVE ANALYSIS OF MOBIL'S ADVOCACY ADVERTISING IN *THE NEW YORK TIMES*

Order No. DA8506585

ANDERSON, JANICE WALKER, PH.D. *The Pennsylvania State University*, 1984. 305pp. Adviser: Richard B. Gregg

This study described the argumentative methods in Mobil's fourteen-year advertising campaign on the op-ed page of *The New York Times*. Both quantitative and qualitative message analysis techniques were employed to analyze 642 ads spanning the time period from 1970 through 1983. Mobil's rhetorical tactics were examined from two perspectives by answering the following questions: (1) What rhetorical tactics did Mobil use throughout its campaign in attempting to accomplish long-term objectives such as influencing the attitudes of opinion leaders toward the company critics? (2) what rhetorical tactics did Mobil use in each year of its advertising in attempting to accomplish short-term objectives such as influencing legislation pending before Congress?

The first stage of analysis employed quantitative techniques to analyze the campaign as a whole. A content analysis was performed in order to determine what issues were addressed with what frequency. This information provided the basis for inferring the long-range objectives of the campaign. The second stage of analysis employed qualitative analysis techniques to analyze each year of the campaign. A rhetorical analysis of each year of ads was performed in order to consider the ads in relation to the political context they were designed to influence.

The first stage of analysis indicated that the long-range objectives of the campaign were not unusual. Mobil attempted to demonstrate its social responsibility, to establish its energy priorities, and to reinforce the values of free enterprise. The second stage of analysis illustrated how the campaign moved from a concentration on long-term objectives to a focus on short-term concerns such as undermining the political opposition. Mobil's campaign was unique because of its tendency to rely on negative stereotypes. The campaign's reputation for aggressive and negative portrayals lingered long after the ads had moved to less strident tactics. The study concluded by considering the inherent problems in employing a rhetorical strategy featuring negative portrayals. It also illustrated the advantages of employing a methodology that combined qualitative and quantitative message analysis techniques.

POLITICAL TELEVISION ADVERTISING OBJECTIVES: THE VIEWPOINT OF POLITICAL MEDIA CONSULTANTS

Order No. DA8514120

BERKOVITZ, TOBE LOUIS, PH.D. *Wayne State University*, 1985. 203pp. Adviser: John Spalding

Despite large expenditure for political television advertising, relatively little is known about how voters are influenced by paid media. This study identifies the advertising objectives for political television advertising according to political media consultants. Defined objectives for campaign advertising aid in the isolation of communication variables which influence voter decision making, helping to separate the effects of advertising from other campaign factors which have an impact on the voter.

Media consultants are responsible for the development and execution of advertising in election campaigns and are the primary source of information on the objectives of television advertising for political candidates. Five prominent media consultants; Tony Schwartz, Robert Goodman, David Sawyer, Jill Buckley, and William Connell were interviewed to determine their viewpoints on the goals of political advertising. The interviews were based on the DAGMAR model which was modified for application in political advertising. Aaker and Myers' definition of operational objectives provided the criteria for determining the political advertising objectives according to media consultants.

This study found that media consultants consider creating name identification for the candidate the first advertising objective in most campaigns. Polling provides a method of measuring the attainment of this goal. Developing voter comprehension of campaign issues was rarely an advertising objective according to the consultants. Projecting image qualities of the candidate was perceived to be a major goal for television ads, as was the use of negative and attack commercials. Schwartz and Goodman believe attitudes can be influenced by advertising. Every consultant interviewed considered affecting the behavior of the voter to be the ultimate advertising objective for election campaigns, but in most instances the results of accomplishing this goal were difficult to isolate and measure through polling. Election results are seen as the primary form of measurement when attempting to ascertain the impact of political advertising on voting behavior. This study found that political media consultants are relatively unconcerned about the need to operationalize advertising objectives for use in political campaigns.

CHILDREN'S TELEVISION EXPERIENCES VS ACADEMIC, CULTURAL AND SOCIAL ACTIVITIES: REPORTS FROM MULTICULTURED STUDENTS IN AMERICA

Order No. DA8503773

BIRAULT, MARY ALICE COLLIER, PH.D. *Claremont Graduate School*, 1985. 165pp.

Empirical test results from young multiethnic (Asian, Black, Hispanic and White) students in America, provided descriptive data reports, about their TV viewing experiences and learning from program content, compared to their academic, cultural and social activities.

The national and international research included 3 studies (reports from literature, professional authorities and pupil assessment).

DEVELOPMENT SUPPORT COMMUNICATION ROLES IN UNITED NATIONS PROGRAMMING: A CRITICAL REVIEW AND RECONCEPTUALIZATION Order No. DA8507924

BRODY, ALAN M., PH.D. *The University of Iowa*, 1984. 300pp. Supervisor: Joseph Ascroft

For over 15 years, communication specialists in the United Nations system have criticized Third World development programming efforts which ignore the central role of communication in innovation. But the U.N. agencies themselves have been slow to adopt proposed remedies of a "development support communication" (DSC) specialization. This study critically reviews proposals for DSC roles in the U.N. system. These roles are examined in the context of 1970's critiques of modernization theories and "top-down" development programming, and in the light of subsequent problems in implementing new development approaches.

The study finds that while DSC professionals have in principle adopted participatory, "client-centered" approaches to development, proposals for DSC continue to be justified in terms of linear models of communication that focus on source purposes. Such models provide inadequate guidance and an insufficient rationale for putting the new development approaches into practice. An alternative *receiver*-centered perspective on communication is found to complement these models, providing insights for understanding processes of innovation, suggesting new criteria for assessing the appropriateness of innovations promoted by development agencies, and offering a pragmatic rationale for more client-centered approaches to development.

Both source- and receiver-centered perspectives, useful for understanding communication processes at the individual level of analysis, are found inadequate for understanding proposed DSC roles and their interrelationships at higher system-levels. Concepts of feedback in systems theory are applied to categorize this diversity of DSC roles. One such group of support communication roles, utilizing social-marketing techniques, aims at enhancing the efficiency of development *projects* to process *goal-seeking feedback*. A second group of proposed support-communication roles, attempting to strengthen client participation and representation in development, aims at enhancing the longer-term goal-seeking capacities of development *programming* by agencies, by facilitating flows of *goal-changing feedback* among development programmers and their clients. A third category of support-communication role is also identified, directed to creation of new *networks* for development cooperation, through raising *consciousness* among potential cooperants concerning shared goals, problems, and avenues of mutual action.

THE DEFINITION OF THE AUDIENCE IN THE HISTORY OF TELEVISION AUDIENCE RESEARCH Order No. DA8507229

BUZZARD, KAREN SUE, PH.D. *The University of Wisconsin - Madison*, 1985. 481pp. Supervisor: Don R. LeDuc

This dissertation is a historical analysis of the television rating system. In particular it examines the major forces which underpin the development and major shifts in television audience measurement. In addition, major rating services, their methods and conceptual tools are examined in light of advertising, marketing, and competitive concerns. In general, the research posits a major shift in audience research from an advertising focus on national markets and mass or undifferentiated audiences toward segmented audiences and markets. This dissertation examines and traces the major forces behind this shift.

Chapter One states the above hypothesis about the nature of television rating emphasis, reviews major historians in the area of audience research, and provides an explanation of the methodology employed. Chapter Two examines the development of the Cooperative Analysis of Broadcasting, Hooperatings, and A. C. Nielsen, Inc. during the years 1929-1950. During this period, these services competed to develop better methods to measure the mass audiences and national markets characteristic of radio networks and to provide basic measures of household circulation. Chapter Three investigates a shift of emphasis in rating service focus from a concern with national to local markets as a proliferation of TV measurement firms compete in the period 1950-1960 to measure local TV markets. Key research firms during the period include Nielsen, American Research Bureau (ARB), Pulse, Videodex, and Trendex. Chapter Four examines an oligopolistic period, 1960-1975, during which Nielsen and ARB dominate the national and local measurement fields, respectively. This period witnessed a shift from former gross measurement dimensions to a focus on demographic and geographic targeting. Chapter Five examines the present and future directions of TV audience measurement.

MASS MEDIA AND NATIONAL DEVELOPMENT: A CONTENT ANALYSIS OF A NIGERIAN DEVELOPMENTAL TELEVISION DRAMA SERIES--"COCK CROW AT DAWN" Order No. DA8505903

DE-GOSHIE, JOE, PH.D. *Ohio University*, 1985. 253pp. Director of Dissertation: Dr. Drew O. McDaniel

Working on the assertion that mass media, particularly broadcasting, in developing countries are pro-development, this study examines the content of an indigenous developmental television drama series--*Cock Crow at Dawn*--designed and initiated to support Nigeria's agricultural development program, the Green Revolution. The study attempts to describe and measure the type and amount of development themes contained in the series and to determine how relevant these themes are to the audience's developmental needs such as food, water, shelter, and clothing (primary needs); health, education, employment, rural and urban development (secondary needs); and amusement and entertainment (tertiary needs).

A random sample of ten episodes of thirty minutes duration each was drawn from a total of seventy-eight episodes in the series at the time of sampling in June 1983. These sampled episodes were then content-analyzed using themes as the coding units and scenes as the context units. A total of twenty-four themes, classified under eleven content categories, were devised for the study.

In spite of the declared objectives of both the government and the media authorities, the results showed that the series contained more non-agricultural than agricultural themes. Among the eleven content categories, themes relating to agriculture ranked third while urban/social and rural development themes ranked first and second respectively. Themes relating to health and cultural/traditional activities tied for the fourth place. Education ranked the lowest.

An important practical implication of this study is that creating a developmental communication program without appropriate organizational structure can greatly hamper the attainment of program objectives. Thus, where direct clear guidelines from the government to media authorities on the content of the intended development communication programs are lacking, or where people are assigned to produce a program for which they are not trained and/or fail to employ the necessary external input, or where frequent evaluation of the program is non-existent, the result is not likely to be what was intended.

THE ELUSIVE PUBLIC INTEREST: MASS MEDIA AND THE DIALECTIC OF THE COMMON GOOD Order No. DA8517898

DRALE, CHRISTINA SUZANNE, PH.D. *University of California, San Diego*, 1985. 274pp. Co-Chairs: Hugh Mehan, Michael Schudson

The object of this dissertation project is to explore and analyse the social functions of the term "public interest" within mass media industries. Many current issues in mass media research such as social responsibility, regulation, first amendment rights, ownership restrictions, etc. can be better understood in terms of the various definitions of public interest to which media workers, owners, government officials and consumers hold.

The dissertation proceeds in three steps. First is an historical analysis of the concept of public interest or its equivalents in political philosophy from Plato to Marx. This historical survey illustrates the diversity of definitions as well as offering a possible set of categories or dichotomies. Second is an analysis of the application of public interest definitions in the mass media in order to determine if there are any prevailing trends. The last step is a case study of the cable television industry as an "in process" construction of a public interest definition. The main reason for choosing cable television for a case study is that the cable industry makes a specific claim about serving the public interest and this claim implies a change from the status quo and traditional broadcasting models.

DEREGULATION OF COMMERCIAL RADIO: A LEGAL AND POLICY ANALYSIS Order No. DA8516635

DRISCOLL, PAUL D., PH.D. *Indiana University*, 1985. 158pp. Chairman: Herbert A. Terry

Since the mid-1970's there has been a strong shift in national policy away from government regulation of American business. A central effort of this regulatory reform is focused on the elimination or modification of existing government regulations thought to be unnecessarily burdensome. This dissertation is an analysis of the Federal Communication Commission's decision in 1981 to partially deregulate the commerical radio industry.

A number of contradictory predictions about the possible impact of radio deregulation forms the basis of testable hypotheses about broadcasters' performance under deregulation. The FCC posited a marketplace model, claiming that news and public affairs programming would continue under deregulation, and that the marketplace would limit the amount of commercial advertising. Opponents of radio deregulation predicted decreases in nonentertainment programming and contended that advertising would become excessive. The impact of deregulation on small-market radio stations was of special concern.

Using audio tapes, a content analysis of daytime radio programming was conducted on a sample of Illinois small-market radio stations and on a sample of morning drive time programming on Chicago-market radio stations. Telephone interviews were conducted with the surveyed stations' general managers to assess the impact of deregulation on station operations and to obtain their perspective on deregulation.

The results show that commercial radio broadcasters continue to provide significant amounts of nonentertainment programming. On average, 21.7 percent of small-market stations' daytime programming, and 14.7 percent of Chicago morning drive time programming was devoted to nonentertainment fare, primarily news. The average amount of commercial advertising is relatively small and well within the FCC's previous guidelines. Radio broadcasters continue to keep program logs for business purposes, and while little formal community ascertainment was found at small-markets stations, Chicago market stations continue to conduct formal ascertainment, especially of community leaders. The evidence also suggests that radio broadcasters are unsure of the legal implications of deregulation and are reluctant to change station policies in order to take advantage of deregulation. It is concluded that Congressional action is needed to clarify broadcast deregulation policy.

MASS DEMONSTRATIONS AND MASS MEDIA. THE 1983 MARCH ON WASHINGTON: A CASE STUDY Order No. DA8518390

ESMONDE-WHITE, PATRICK, PH.D. *Union for Experimenting Colleges/U. Without Walls and Union Grad. Sch.*, 1985. 272pp.

The twentieth anniversary of the Great March on Washington was marked by a second, and less successful event. Many conditions had changed, making direct comparisons difficult. The leadership of the civil rights movement was in transition. The coalition had grown to include the woman's movement, peace activists, environmentalists, and others. America seemed to be moving to the right, yet local politicians were all supporters of the March.

This study is based on the premise that mass demonstrations are primarily media events which in turn use various techniques of communication in the creation of the larger event. As a form of political communication, these events are used almost exclusively by people who are politically powerless, in a culture where politics is dominated by communications technology. The planning process for mass demonstrations nevertheless tends to relegate communications to a secondary position, demonstrating a lack of awareness of how the media function, and how such crowd events may effectively reach defined objectives.

To understand the interaction between the live and media events, four discrete approaches are employed: a detailed chronology of the media plans from the March, from the perspective of participant observer; a discussion of the nature of crowds; an analysis of the demographics and beliefs of the crowd, using an opinion poll; and a content analysis of print and television coverage. From these factors, it is possible to identify specific factors and conditions that can contribute to successful mass demonstrations, and to conclude that the use of alternate, democratic forms of the electronic media is essential if access to the marketplace of ideas is to be open to the powerless.

A STUDY OF MASS COMMUNICATION RESEARCH AND SCHOLARSHIP Order No. DA8508267

FISH, MARJORIE JANE, PH.D. *The University of Texas at Austin*, 1984. 274pp. Supervisor: Rita A. Atwood

Main characteristics, challenges, current practices and future directions of mass communication research are examined from a sociology of science perspective to determine the influence of theory, method and utility to government and industry decision makers on the development of future directions of research activity in this field.

Intellectual underpinnings for theory, method and utility for mass communication research activity are traced through the more established social sciences which from the 1930s through the 1960s were based on fairly stable pragmatist and behavioral assumptions. However, by the 1970s when anticipated theories and procedures of this orientation had not gone unchallenged alternate philosophies and research approaches with new perspectives on the purposes of social science research began to receive greater attention from North American scholars.

Mass communication, distinctly American social science which developed during the era of stability, had by the 1970s also experienced the repercussions of challenge and disaffection with a positivist, behavioral research orientation. The degree to which challenges have affected mainstream research activity by the 1980s is examined from the perspective of the influence of funding, sponsorship arrangements and university setting.

Nine hypotheses concerning the impact of institutional structures on research activity and researcher perspectives on the field are tested through survey techniques. Nominal data was gathered relative to the recent past, present, and planned future research activity of mass communication researchers affiliated with major and minor American universities. Statistical analysis using Chi-Square provided partial confirmation for the research hypotheses which posit a disassociation between the primary research activity of scholars and what they perceive as the most relevant approaches and areas for research innovation in the field.

Developed as a service oriented field, mass communication research appears to continue following the original directions for research activity. However, researchers also seem to be aware and concerned about the limitations of the research agenda and supportive of developing theories, procedures and structures for more actively pursuing alternate approaches to research activity.

A RETROSPECTIVE SUMMARY AND ANALYSIS OF THE INTRODUCTION OF A MEDIA ECOLOGY CURRICULUM TO DISADVANTAGED NINTH GRADE STUDENTS

Order No. DA8505420

FOWLES, JOY CASTRONOVO, PH.D. *New York University*, 1984. 270pp.

This dissertation provides a historical review of the development, implementation and evaluation of a media ecology curriculum for ninth grade students during the years 1977 - 81. The study explains why there was a need for a media ecology curriculum for disadvantaged high school students. The major assumption of the study is that this type of student needs to understand the message system of the society, and that media ecology as an extension of the language arts curriculum can be the tool used to explain the psychology, as well as the sociology of the culture.

The study provides a historical account of the development of the media ecology curriculum, as well as the basis of its conceptual design. In the account of the implementation of the curriculum, the strategies and methods are described. This chapter culminates with the media ecology curriculum guide for ninth grade disadvantaged students.

Included in this dissertation is the evaluation of the media ecology curriculum against a course for similar students. A statistical comparison of selected language arts and social indices is analyzed. The approaches, strategies, and reasons for a media ecology curriculum are compared to other curriculum projects in language arts for disadvantaged high school students over the past twenty years.

TELEVISION AND SCHOLASTIC ACHIEVEMENT: A STUDY OF AMERICAN HIGH SCHOOL STUDENTS

Order No. DA8508584

GADDY, GARY DOUGLAS, PH.D. *The University of North Carolina at Chapel Hill*, 1984. 131pp. Director: Jane Delano Brown

This study of the reciprocal relationship between media use and academic achievement among American high school students focuses on the processes by which television influences achievement and achievement influences media use. Premised on negative displacement, it was hypothesized that TV influences achievement negatively because it displaces other more beneficial activities, and thus the negative effects of TV should be greater on those from richer educational environments since negative displacement would be greater for them. It was proposed that print use has a positive impact, and for both TV and print their impact would be greater on reading than on math achievement.

It was theorized that media are used to maintain cognitive equilibrium, and selected on the basis of achievement according to Zipf's principle of least effort. Thus, it was hypothesized that achievement, particularly reading achievement, negatively influences TV use and positively influences print use.

These hypotheses were examined with data from the first two waves (1980 and 1982) of the High School and Beyond project, using large samples from the sophomore cohort. Using both multiple regression in a cross-lagged model and two-stage least squares in a reciprocal causal model, the relationships between media and achievement were examined across samples of all students, blacks, females, and samples divided according to educational resources.

The evidence does not clearly support the hypothesis of negative effects of TV on achievement, or the processes of displacement or of selection of TV according to achievement. Specifically, for all students TV's effects on achievement, and achievement's effects on TV, are relatively consistently, but not significantly, estimated as being negative. And the estimated effects are not more negative for those in high resource environments. For print use the evidence is stronger, suggesting print has positive effects, at least on reading achievement, and that print is selected by those with higher reading achievement.

Additionally, the evidence suggests that other hypotheses on the process of TV's effects are generally not well supported either.

A STUDY OF COGNITIVE AND AFFECTIVE EFFECTS OF EDUCATIONAL TELEVISION'S SYMBOL SYSTEMS

Order No. DA8510758

GERSTLE, ALAN, PH.D. *New York University*, 1985. 179pp. Chairperson: Christine Nystrom

This study investigated the cognitive and affective effects of educational television's symbol systems by means of quasi-experimental design in which three groups of college students were presented with the "same" declarative information via two media--television and print--and three formats that varied in the amount of information carried in analogic (pictorial) symbols: (1) a television treatment that made extensive use of pictorial symbols (conventional television treatment), (2) a television treatment that made minimal use of pictorial symbols ("talking head" treatment), and (3) a 20-paged typed transcript that made no use of pictorial symbols. The material to which the students were asked to respond was, for the conventional television treatment, a videotape of the program entitled "The Compulsive Communicators," from the British Broadcasting Company's series *Life on Earth*; for the "talking head" treatment, a videotape of an actor delivering the linguistic portion of the script of the same program, a lecture format; for the print treatment, a typed transcript of the linguistic portion of the script for the same program.

The rationale for the study grew out of an attempt to empirically test theories concerning the properties of symbol systems and media in which they are encoded, as well as to test whether assertions by media critics concerning the properties of television applied to conventional educational television programs.

Four major hypotheses were formulated with supplementary analyses that predicted significantly different outcomes on cognitive and affective effect measures as a result of exposure to any one of the three treatments. Data on the subjects' responses to the material were collected via instruments of three types, all devised and developed by the researcher and subjected to appropriate tests for validity and reliability.

A majority of the hypotheses was rejected, and several were contradicted. A review of several theoretical issues concerning media/user interaction suggested a complex set of confounding variables which may have contributed to the unforeseen results. Suggestions were made for incorporating these variables into research design. These included attitude toward media treatment, the abilities of the selected population, and the information processing strategies used by different populations in different contexts.

PRESS FREEDOM AND THE NEW WORLD INFORMATION ORDER: A DEVELOPMENTAL SCHEME

Order No. DA8426041

GITAU, EDWIN NDICHU, PH.D. *State University of New York at Buffalo*, 1984. 234pp.

This critical study explored the concept of press freedom, primarily as that concept is held by Western industrial nations and as it is interpreted by the Third World countries in demanding for a new world information order. Survey and analyses of pertinent literatures constituted the investigational method.

Chapters I and II briefly introduced the news flow controversy going on in the United Nations, reviewed its history touching on the ambivalences and dilemmas of transnational communication.

In Chapter III, principal themes of the controversy, namely: (1) press freedom, (2) the economics of information, and (3) cultural autonomy or hegemony were delineated. Here, a discussion of these themes revealed the extent to which information as a commodity permeates through all aspects of international relations, and how information data convey disproportionate power to those who control it. It also provided a basis for examining latent attributes of the new world information order.

Chapter IV examined communication freedoms as provided in the constitutions of 25 countries in Africa. By isolating freedom of communication involving media and that not involving media, differences were revealed between Third World's and the Western (non-Communist) nations' interpretations of the right to communicate. One major difference pertains to individual liberties versus societal rights. The present study emphasized that in Third World situations, individual recedes before the group to which he belongs. Individual rights that do not respect societal rights are therefore meaningless particularly in an African context.

Significantly, the study sought for an alternative to schism. Consequently, three existing models or concepts of the press were adopted and modified in putting together a developmental scheme prescribed in Chapter V.

Chapter VI discussed the implications and subsequently recommended more self-reliant schemata for a new world information order. In doing so, three models were critiqued. *Dissociation*--first proposed by Dieter Senghaas, was found incompatible with the demands of modern international relations. Likewise, *Integration* was rejected because it is non-participatory.

As an alternative, the study concluded by proposing an inter-independent approach based on the *Association* model.

TELEVISION IMAGES OF THE FOREIGN POLICY PROCESS: AN ANALYSIS OF HOW POLITICAL EVENTS ARE SELECTED FOR COVERAGE BY TELEVISION BASED ON ABC'S COVERAGE OF FOREIGN POLICY, 1972-1975

Order No. DA8511819

GOODMAN, ANDREW LEWIS ALLEN, PH.D. *Northwestern University*, 1985. 438pp.

Despite general consensus that television plays an important role in American politics, scholarly research on this question is still in its initial stages. Perhaps the least researched aspect of television's role concerns the question of how political events are selected for television news coverage. This study attempts to answer this question by examining how ABC covered foreign policy from 1972 through 1975. Four competing explanations--the "mirror" metaphor, gatekeeping approach, organizational model, and political/ideological interpretation--are contrasted regarding the selection of events for coverage, allocation of broadcast time, effects of the governmental/electoral cycle, and portrayal of the foreign policy process. The research method involves replication of the broadcast decision by comparing a systematic sample of events broadcast--coded for actor, issue and action--with a set of events likely to have been available for broadcast.

The research findings suggest that television portrays foreign policy primarily as a series of outputs on strategic-regulatory issues, produced by several executive branch actors. While there was no trend in the frequency with which foreign policy events appeared on television, they tended to appear disproportionately often. Power appeared to be the major determinant of which actors, issues, and actions received coverage. The allocation of news time appeared to be related to the number of events selected for coverage, but there was no consistent pattern for actors, issues or actions. In terms of the governmental/electoral cycle, the election year appeared to have an additive impact increasing coverage of inputs and strategic-regulatory issues, but there was no general impact on the pattern of coverage. The portrayal of relationships between actors, issues and actions within the process was distorted, but not in the manner predicted by the organizational model. The major conclusion drawn was that the gatekeeping metaphor was the best explanatory approach, but it required modification to be fully satisfactory. An additional conclusion was that the normal operation of "objective" journalists leads to distorted reporting of the foreign policy process because of the medium's technological constraints.

CONTENT ANALYSIS OF SATURDAY MORNING CHILDREN'S TELEVISION FOR FOOD AND NUTRITION INFORMATION

Order No. DA8508910

HERBOLD, NANCIE HARVEY, ED.D. *Boston University*, 1985. 97pp. Major Professor: Gaylen B. Kelley

The purpose of this study was to investigate the food and nutrition behavior of main characters on the commercial and public television networks. This included: (1) the comparison of nonconsumptive food/nutrition behaviors of main characters on commercial network and public television, (2) the type of food/nutrition associated with overweight main characters on commercial network and public television compared with average/underweight main characters, (3) the comparison of consumptive food behaviors of main characters on commercial network television and public television.

The sample consisted of 362 main characters appearing on two Saturday mornings of children's television on the three major commercial networks, ABC, CBS, and NBC and one public network, PBS. All programs were videotaped to allow for careful data collection. The basic design for this study was content analysis.

A z test of statistical difference between two means and the Kruskal-Wallis one way analysis of variance were used to test the hypotheses.

It was predicted that the mean nutrient-calorie benefit ratios of food associated with, and eaten by main characters, on commercial network television would be lower than the mean nutrient-calorie benefit ratio for main characters on public television. These hypotheses were not supported.

It was predicted overweight main characters on both commercial network and public television would have a lower mean nutrient-calorie benefit ratio than average/underweight main characters. This hypothesis was not supported.

This commercial network sample of food associated with main characters was significantly more nutritious than that found in previous studies.

The number of main characters who eat food on television is less than the number of main characters associated with nonconsumptive food behavior.

The food eaten on television was a snack rather than a meal and the reason for eating on public televison was most often nonphysiological while commercial network characters ate primarily for physiological reasons.

A profile of characters in this study would disclose a white, male, cartoon human whose character relationship in the program was one of friend.

This study revealed main characters on commercial network television to be associated with and eating foods that are more nutritious than those foods found on public television.

THE *700 CLUB* AS RELIGION AND AS TELEVISION: A STUDY OF REASONS AND EFFECTS Order No. DA8515389

HOOVER, STEWART MARK, PH.D. *University of Pennsylvania*, 1985. 438pp. Supervisor: Larry Gross

In an age when electronic mass media dominate the public environment, the activities and socio-cultural functions of a smaller, more specialized area of expression provide a valuable contrast to presumed activities on the societal level. The recent emergence of syndicated religious television programs, which have come to be called the "Electronic Church," present the field of inquiry for this study.

A merging of various research methods was possible, due to a concurrent major content analysis and national series of audience surveys intended to address this phenomenon in general terms. Starting with the basic findings of that research, the present project used intensive personal interviews with a sample of viewers of one of the most prominent "Electronic Church" programs, the *700 Club*, to elaborate what is already known from large-sample approaches.

Major findings of this study led both to a reconceptualization of the problem and to some general conclusions about it.

Respondents fell into two major classes: those who were "substantively" evangelical, and for whom the *700 Club* seems to elaborate a worldview and theology comfortable to that type of religiosity; and those who have suffered some sort of striking "personal experience" of loss or crisis. For this latter group, the program and other activities seem to provide a context for weathering this experience.

Also found to be salient was the fact that for most respondents of both types, their religious viewing takes place in a much larger non-church or "para-church" context, thus making previous research concentration on "formal" religiosity seem less predictive.

Other salient dimensions were the class-oriented consequences of program viewing and concomitant "para-church" involvements; "evangelical" versus "modernist" dynamics within the program and respondents' local churches; and, to an extent, political and social issues in the program.

The fact that the *700 Club* came from "outside" their local frames of reference made a great deal of difference to respondents, as well. This dimension, "localism and translocalism," was considered in the context of the work of Victor Turner and Clifford Geertz in religious pilgrimage. Specifically, some attention was given to the question of whether this dimension reveals "pilgrimage-like" associations for respondents.

VIEWERS' PERCEPTIONS OF A UNIVERSITY PUBLIC RELATIONS TELEVISION SERIES Order No. DA8509296

JAMES, GRADY H., ED.D. *Temple University*, 1984. 174pp. Major Adviser: Minaruth Galey

The purpose of this study was to generate data concerning the effects of a university public relations television series.

The University is Norfolk State University and the series is "Norfolk State Highlights." The investigation tested the long term effects of the following hypotheses: (1) There will be no significant difference between the attitudes and opinions of viewers and non-viewers. (2) There will be no significant difference between the attitudes and opinions of white viewers and black viewers toward NSU. (3) There will be no significant difference between the attitudes and opinions of alumni viewers and alumni non-viewers toward NSU. (4) There will be no significant difference between the supportive action of viewers and non-viewers of "Norfolk State Highlights." (5) There will be no significant difference between the supportive actions of NSU alumni viewers and NSU alumni non-viewers. (6) There will be no significant difference in the attitudes and opinions toward NSU today of: (A) White viewers and white non-viewers; (B) Black viewers and black non-viewers; (C) NSU alumni viewers and NSU alumni non-viewers. (7) There will be no significant difference in the opinions and attitudes of viewers when analyzed according to education, age, and income. (8) There will be no significant relationship greater than chance between the attitudes toward NSU of viewers of "Norfolk State Highlights" and the following variables: education, race, sex, age, income, occupation and alumni status.

A questionnaire was mailed to a random sample of 1,000 Norfolk, Virginia residents. 527 usable questionnaires were returned. Chi-square, ANOVA and multiple regression analysis were used to analyze the data.

Findings. (1) Viewers, whether considered by race or alumni status had higher opinions and attitudes toward NSU. (2) In the perceptions of the viewers their opinions and attitudes toward NSU are more favorable today than they were ten years ago. (3) Viewers were more apt to take supportive actions for NSU. (4) Alumni viewers and alumni non-viewers were more apt to take supportive actions for the University than the general public. (5) No predictive power about viewer and non-viewer opinions and attitudes toward NSU was found among age and education variables. Occupation, sex, and alumni-status did not enter the equation.

SOUND PERSPECTIVE IN MOTION PICTURE DIALOGUE SEQUENCES AS A FUNCTION OF INTERPERSONAL DIEGETIC SPACE: HEIGHTENED PATHWAYS OF AWARENESS Order No. DA8504893

KERNISKY, IVAN F., PH.D. *Wayne State University*, 1984. 195pp. Adviser: John Spalding

The media practice of recording speech disembodies the voice form its original space. What we hear is a highly intelligible close-up sound that lacks the perspective of its environment. Since distance is an important aspect in interpersonal communication; and since sound transmitted over that distance reflects perspective, an examination into the absence of perspective in mediated speech and the experimental inclusion of it was persued.

In order to quantify the effects of speech perspective, a nine minute drama was produced. The script was so designed as to stage three interpersonal communication proxemic zones (Interpersonal, Close Social, Far Social). During this production three audio tracks simultaneously recorded three different miking patterns (Omni, Direction, Cardiod). From this production three distinct treatments visually constant, but acoustically varied were produced (Intimate, Interpersonal, Intermedia). The audio treatments and instrument were validified in a pilot study.

Test subjects (133) were randomly assigned a specific treatment and responded to Semantic Differential Scales measuring perceived credibility and realism. A One-Way ANOVA did not support a main effect, but a Simple Effects Test indicated a preference for the Intimate Sound Treatment--the convention. A 1 x 3 x 2 ANOVA determined a gender response rate difference, but significance between respective gender treatments using t-tests was not achieved.

It would appear that the test subjects did not have the discriminatory audio skills to differentiate speech sound perspective application, or for that matter be affected by it. Female scores were significantly higher than male scores suggesting that they were more affected by the treatments. Specific within gender treatment differences did not materalize. What was demonstrated in this study was a dependence on Intimate Sound: the learned, conditioned, and reinforced perspective.

ALIENATION, COMMUNICATION AND MASS MEDIA BEHAVIOR

Order No. DA8512226

KIM, JEONG-TAK, PH.D. *University of Missouri - Columbia*, 1984. 234pp. Supervisor: Won H. Chang

This dissertation deals with the communication and mass communication behavior of the alienated people. To this end, I propose three hypotheses: (1) alienation has a close relationship with communication such as conformity-oriented interaction; (2) alienated people show a different mass media behavior; and (3) communication problem influence mass media behavior.

The analysis for test of hypotheses is divided into two sections. For the first section I divided respondents into three groups according to type of alienation--socially alienated group, self-alienated group and non-alienated group--by using Q-factor analysis. Then, by controlling the pattern of alienation I compare mass media behavior and various socio-demographic variables. The results show that the relationship between use of the media for escape and socio-demographic variables is significant for the self-alienated group and socially alienated group, while the relationship between use of media for cognition and socio-demographic variables is not different among the groups. This analysis gives an interpretation that the alienated people heavily depend upon mass media for their cognition and escape purposes, while the non-alienated people respond selectively to the message of mass media for their cognition purposes.

Multiple regression and path analysis are used for the second section. To conduct path analysis mass media behavior is assumed as the dependent variable and communication and alienation as the independent variables. Mass media behavior is measured by three types of audience's media use--surveillance, diversion and personal identity; alienation is measured by Seeman's five scales--powerlessness, meaninglessness, normlessness, isolation and self-estrangement, and communication is by conformity-oriented interaction and non-interaction. This analysis accepts all three hypotheses. For the first hypothesis, the results show that conformity-oriented communication may be functional alternative behavior to get compensation from an alienated situation. For the second hypothesis, the results also show that diversion and personal identity-oriented use provide compensation for the alienated people to escape from alienated feelings. For the third hypothesis, the noninteraction oriented people use mass media for surveillance, while the conformity-oriented people use mass media for cognition.

LEISURE, TELEVISION, AND SUBJECTIVE EXPERIENCE

Order No. DA8508026

KUBEY, ROBERT WILLIAM, PH.D. *University of California, Irvine*, 1984. 326pp.

One hundred seven adult workers' subjective experiences were studied via the Experience Sampling Method (ESM). Respondents were supplied with radio controlled paging devices and signalled to report experiential states at random times over the course of a normal week. Radio signals were emitted according to a predetermined random schedule from a transmitting tower with a 50-mile effective transmission radius. On average, each volunteer was signalled eight times each day for a full week. In response to each signal, the respondents filled out a self-report form, reporting what time of day it was, where they were, what they were doing, what they were thinking about, who they were with, whether they wanted to be doing what they were doing, features of their cognitive state, and their mood and physical state on 13 semantic differential scales.

The research sought a more complete and balanced understanding of the immediate gratifications of leisure and television experience, the interplay of these gratification with other life activities, and their role in personal adaptation.

Television viewing was found to be an unchallenging but freely chosen, low involvement activity distinguished by feelings of relaxation and minimal mental investment. Respondents reported slightly lower relaxation and mood shortly after viewing than they did before they began to view. As time spent in a session of viewing increased, viewing became less rewarding, concentration dropped further, and it simultaneously became more dufficult to concentrate. It was concluded that viewing TV is less than completely fulfilling because it is generally a passive and uncreative deversion that offers few opportunities for a sense of personal control or efficacy.

Respondents reported significantly lower affect before a heavy night of TV viewing than before a light night. Few differences were discernible the day after. Thus, negative affect predicted far better that TV *would* be viewed than that TV *had* been viewed. For subjects with fewer social and economic resources available for coping, television was frequently used as a parasocial substitute and to fill unstructured time. Rather than concluding that TV viewing is a significant cause of alienation, this research has shown that TV viewing is more properly understood as an escape from undesirable experience.

ETHOS AND INDUSTRY: A CRITICAL STUDY OF OIL INDUSTRY ADVERTISING FROM 1974-1984

Order No. DA8507710

KURZBARD, GARY, PH.D. *Purdue University*, 1984. 241pp. Major Professor: David M. Berg

This study examines the advocacy advertising of the oil industry in general, and Mobil and Exxon Corporations in particular, during the years 1974-1984. The prospects of divestiture and nationalization of the industry, as a result of both gasoline shortages and exponential increases in profits which begin in the early seventies', created a profound concern by the "majors" that increasing public disaffection might result in legislation inimical to the industry.

Mobil and Exxon's advertising attempted to provide a justification not only for their own operations, but for the entire American socio-economic system. The industry's value system was clearly reflected in its efforts to convince the public that its motives grew from an abiding commitment to the nation's well being.

The ideational underpinnings of oil industry discourse are traced through a rhetorical exploration of specific advertising campaigns. The study maintains that the *weltanschauung* of "Big Oil" is both directly and indirectly manifest in its advertising.

An overall assessment of oil industry advertising is provided within a Burkean framework to treat of the textural elements of its discourse.

A USE OF SOME AREAS OF COMMUNICATION THEORY IN THE TEACHING OF FILM AS ART Order No. DA8510150

LANGLOIS, JAMES TYNAN, ED.D. *Columbia University Teachers College*, 1985. 94pp. Sponsor: Louis Forsdale

In the face of the great number of potential approaches to the study of film and a lack of theories that create orderly structures out of these approaches, some film teachers are likely to make choices that will deny them and their students the richness and coherence that their study should have. To counter this danger the thesis is proposed that within some areas of communication study there are already developed theoretical structures which can be applied to the study of film as art to create approaches for the film educator that offer both the richness provided by different points of view and the coherence provided by an orderly body of theory.

The procedure used to demonstrate this thesis is illustrative. The example of information theory is used to develop a process that, it is assumed, can then be used to relate other areas of communication theory to film. First, the concepts of novelty and redundancy and the value of information are explained. Then, following some psychological aestheticians, these concepts are applied to aesthetic emotion, aesthetic meaning, and the control of aesthetic richness.

Beginning with the fundamental formal characteristic of sequence that is shared by information theory and film, the general aesthetic applications of information theory are then applied specifically to film. The interplay of novelty and redundancy are used to show how film arouses and resolves aesthetic emotions, how learning refined that process of arousal and resolution, how that process leads to concepts of aesthetic meaning, and how it helps to order and control the aesthetic richness that flows from film.

It turns out that this procedure did not yield the simple and easily applied tool for the film teacher that the thesis had presumed as an outcome. However, it did produce a model of a process that, with considerable time and effort, when applied to other areas of communication theory, can yield rich and coherent insights into the art of film.

NEWS MEDIA CHOICE AND AUDIENCE GRATIFICATIONS: AN APPLICATION OF THE EXPECTANCY-VALUE AND LEXICOGRAPHIC MODELS Order No. DA8518981

LIN, CHARLES TUNG-TAI, PH.D. *The Ohio State University*, 1985. 231pp. Adviser: John W. Dimmick

Two data sets labeled 1984 and 1985 studies were collected under the same research objectives and were analyzed by the same procedures. The sample sizes for each study were 351 and 254, respectively. Four news media were examined and three choice-behavior models were employed to investigate the relationship between perceived gratifications and subsequent news media choice. The four daily news media were television, newspapers, cable TV, and radio. Two among the three choice models were compensatory models--the unweighted expectancy model and the weighted expectancy-value model, and one non-compensatory lexicographic model.

Two need attributes for news, informative-cognitive and stimulative-affective dimensions, were retained from SAS factor analysis for further analyses. Both the 1984 and 1985 studies showed consistent result patterns. The expectancy model performed as well as the expectancy-value model in predicting audience members' tendencies to choose television for later use. Both compensatory models correctly predicted television choosers at the level of about 75%. The lexicographic model performed even better than compensatory models in classifying television choosers' tendencies to select television 90% of the time. For newspaper choosers, the expectancy-value model performed better than the other two models. Demographic analyses showed that newspaper choosers were more educated than television choosers.

It was interpreted to mean that newspaper choosers tended to hold more cognitive capabilities than television choosers in discriminating news attributes and in weighing salient attributes for their subsequent news media choice. The present study, therefore, tied together empirically and theoretically the uses and gratifications approach, choice models, media selections, and demographics as well.

IN SEARCH OF MASS COMMUNICATION STRATEGIES TO FACILITATE NATIONAL UNITY IN UGANDA Order No. DA8507961

MATOVU, JACOB, PH.D. *The University of Iowa*, 1984. 173pp. Supervisor: Joseph R. Ascroft

Various strategies have been tried to foster national unity and harmony among Uganda's numerous ethnic societies though to little avail. Mass communication could promote national unity but Uganda's mass media systems are biased towards the urbanized and educated elites. The systems hardly appear to the rural and semi-literate people who form the majority of Uganda's population.

The present study, a historical and cultural library research, is a critique of Uganda's modern mass media and analyzes the functions of some African indigenous systems of communication. The study focuses on radio broadcasting and the talking drums. Abstracted from the indigenous systems are insights which could be the basis of a mass communication system appealing to a greater proportion of the population. This system could facilitate the evolution of a common culture in Uganda with national unity as the central element.

In conclusion, the present author proposes that radio broadcasting's capacity to transmit an infinite range of messages could be fused with the talking drums' convocative capacity to call people together for communal decision-making processes. This would require several community radio broadcasting stations. As many members of the respective communities as possible would be called, over the radio, to meet and discuss pertinent issues. The discussions could be broadcast live to enable community members who could not attend the meetings to listen to the proceedings and identify with the decisions made. The exchange of views about those decisions would continue in market places and in other places and so dynamize the efficacious African bush telegraph.

Linked into a national network, the community radio stations could regularly switch to the network for national and international news. Some of the news might require local discussions and reactions, which could be reported back to the national broadcasting network. Then at the network level, the feedbacks from the various community stations could be synthesized and broadcast nationwide.

THE EFFECTS OF WIDESCREEN TELEVISION ON LOCAL AND NATIONAL NEWSCASTER CREDIBILITY: AN EXPERIMENTAL STUDY Order No. DA8511759

MOTT, DONALD RAY, PH.D. *The Louisiana State University and Agricultural and Mechanical Col.*, 1984. 172pp. Director: Ron Garay

The purpose of this study was to determine if there were any perceived differences in credibility between the widescreen television treatment, standard screen treatment and national and local newscasters. The data revealed no significant differences as a result of the widescreen television treatment. In addition, no significant main effects were observed between the newscaster treatments, "local" and "national," suggesting that as a group, viewers do not appear to have any predispositional attitudes dependent upon specific criteria toward the credibility of either type of newscaster.

The design of the experiment was a classic 2 x 2 factorial design. The stimulus was a simulated newscast employing a professional newscaster in a major metropolitan market unknown to the test subjects. The final simulated tape also contained two actualities from a CBS broadcast taped October 12, 1983 at 5:30 P.M. CST. The newscaster treatment was administered verbally to subjects before the tape was shown. Test groups #1 and #2 were told that the tape was sent by CBS and was a demonstration tape of a newscaster recently hired by its news department. Groups #3 and #4 were told they were going to see a local newscaster in a major metropolitan market. Test subjects were asked to rate only the anchorman seen in the newscast and not any of the other news persons (correspondents) in the broadcast. Groups #2 and #4 viewed the newscast on a 6-foot (diagonal) widescreen television projection system manufactured by the SONY Corporation. Groups #1 and #3 viewed the simulated newscast on a conventional, tube-type RCA color television set (25" measured diagonally).

Because of the experimental nature of this research, a reliable testing instrument was developed in a pilot study. The same simulated newscast described above was used. All pre-test subjects saw the simulated newscast on a conventional tube-type 25" (diagonal) television set. The test subjects responded to the twenty-five item semantic differential instrument developed by McCroskey and Jenson in 1975. Eighteen scales passed the McCroskey and Jenson criterion for inclusion in the final testing instrument.

TELEVISION COVERAGE OF CRIMINAL TRIALS WITH CAMERAS AND MICROPHONES: A LABORATORY EXPERIMENT OF AUDIENCE EFFECTS Order No. DA8511397

PADDON, ANNA R., PH.D. *The University of Tennessee*, 1985. 128pp. Major Professor: M. Mark Miller

The controversy about news cameras in the courtroom has pitted reporters, print and broadcast, against judges and others in the legal profession since at least 1937. In that year Canon 35 of The American Bar Association's Canon of Professional Ethics barred photographing and broadcasting proceedings. Therefore, television depended on courtroom artists to make sketches. During the early seventies judicial rules began to change, and states began allowing cameras and electronic equipment in their courtrooms. Building on information processing theory, this study investigated news producers' assumption that photographic video and live sound from criminal trials is more interesting and informative than the sketches with voice-over and presentation by a talking head. Or, as feared by some jurists, will photographic coverage negatively affect audience members, who are potential jurors and witnesses? Subjects were randomly assigned to one of four treatment conditions: courtroom videotape actuality, sketch and voice-over, talking head, and non-courtroom (placebo) news segment. Subjects watched a complete half-hour newscast with commercials and then filled out a questionnaire to determine audience information-seeking behavior, aided recall of material, appeal, attitudes toward the justice system and media coverage of it, willingness to testify in a criminal case or serve on a jury, and perceptions of defendants' guilt.

The study found: (1) The television viewers' aided recall of factual information about the criminal case was significantly higher with videotape actuality coverage than with sketches or a talking head. (2) The television viewers' information-seeking behavior and appeal of presentation were enhanced with videotape but not to a statistically significant degree. (3) One viewing of a videotaped report of criminal trial had no appreciable effect on the attitudes of the audience toward the justice system and the media coverage of it. (4) The presence of cameras in the courtroom and the viewing of a videotape actuality suggest no influence on an individual's willingness to testify in a criminal case or serve on a jury or on perceptions of defendants' guilt.

The results indicate that cameras in the courtroom enhance viewers' information about the trial but show no attitude changes that would imperil justice.

VISUAL COMPLEXITY IN TELEVISION NEWS: A TIME SERIES ANALYSIS OF AUDIENCE EVALUATIONS OF AN ELECTRONICALLY ESTIMATED FORM COMPLEXITY VARIABLE Order No. DA8508336

RIMMER, ANTHONY THOMAS, PH.D. *The University of Texas at Austin*, 1984. 295pp. Supervisor: James W. Tankard, Jr.

The object of this study was to develop a content-free, form complexity measure of TV news based on pixel light intensity, and to test audience reactions over time to this measure using a theoretical orientation derived from consistency theory. The form complexity variable, static complexity, constituted the independent variable. The dependent variable, dynamism, which is defined as the affective meaning which audiences derive from TV news material, was obtained from 110 subjects using bi-polar, adjectival scales.

Two hypotheses were tested using regression techniques. The first hypothesis proposed that subject ratings of TV news would show a curvilinear relationship with the static complexity of the newscast image. This hypothesis, tested in cross-sectional form only, was not supported. The second hypothesis proposed that static complexity would have a cumulative effect on subject responses, such that a lagged form would offer a better description of the relationship between the two variables than would the cross-sectional form. A lagged, autoregressive model improved the variance accounted for in the subject responses from six percent to 31 percent.

Further analysis of the data revealed support for an anticipation effect. Subjects showed significant variation in their responses to the newscast material up to 120 seconds *in advance* of associated changes in static complexity. The directions of change in subject responses appeared to be more in line with a consistency theory perspective than that of activation theory.

The results of this study may have implications for research in TV news which confines itself to content-based variables at the expense of form variables, and which assumes only a cross-sectional relationship between newscast material and audience responses. It is suggested that both form variables and time should be considered in the study of audience reactions to TV news.

FOREIGN TV PROGRAM VIEWING AND DEPENDENCY: A CASE STUDY OF U.S. TELEVISION VIEWING IN TRINIDAD AND TOBAGO Order No. DA8507539

SKINNER, EWART COURTNEY, PH.D. *Michigan State University*, 1984. 264pp.

This research is a case study of the impact of U.S. television program viewing on national allegiances in Trinidad and Tobago. It focuses on social and psychological dependency. The central problem was to legitimate the dependency concept, explore its importance in international media research and document its relationship to foreign media consumption.

Consideration of this topic led to, (1) the challenge of operationalizing dependency and (2) a discussion of two controversial topics: (1) rights of smaller nations to international information equality and (2) the *critical* versus *empirical* research debate. This is, therefore, a cultural-media imperialism study.

Two research methods were employed: critical methods for the theoretical framework, and statistical methods for the empirical section of the study. An inventory of television programming in Trinidad and Tobago was taken. Constructs were then developed from both critical-dependency and traditional literature to measure U.S. values, U.S. appeal, U.S. appreciation, U.S. dependency and consumption of U.S. goods. Analysis focused on these as well as respondents' income, education and proportion of television viewing time devoted to U.S. programming. Analysis of Variance and structural equation modeling techniques were used in the analysis. An island-wide, cross-sectional random sample survey of 401 adults in TV-owning households in North, Central and South Trinidad was carried out in October 1982.

Results showed that U.S. television programs accounted for 67%, local programs 25% and British programs 7% of total programming time. However, an average of 75% of the Trinidadian's viewing time was devoted to U.S. shows. Subsequent analysis revealed that U.S. television viewing was positively correlated with U.S. values, U.S appeal, U.S. appreciation and U.S. dependency. U.S. program viewing was negatively related to Trinidad appeal and Trinidad appreciation.

In sum, the structural model was found to be adequate. But the hypothesis that U.S. television viewing is a direct cause of U.S. dependency was found not to hold. However, strong effects from U.S. TV viewing to U.S. appeal, appreciation and values were observed. The latter set was related to U.S. dependency and U.S. consumption.

ALL IN THE WORK-FAMILY: IMAGERY OF FAMILY AND WORKPLACE IN TELEVISION ENTERTAINMENT IN THE 1970S Order No. DA8517057

TAYLOR, GABRIELA AMALIA, PH.D. *Brandeis University*, 1985. 219pp.

This dissertation undertakes an interpretive analysis of changing imagery of family and professionalism in prime time television entertainment during the 1970s. Its wider purpose is to enrich the cultural history of a particular period by appropriating mass-mediated popular culture as a source of knowledge about social consciousness, as well as to participate in the effort to develop the concepts and methods of an interpretive sociology.

Prime time television was chosen because its accessibility and audience size make it ideal for the study of widely-disseminated popular meanings, and because its characteristic genre in the 1970's, the episodic series, is entrenched in the family and workplace settings that frame the central themes of this research.

Series were selected for analysis on the basis of ratings success, successful runs in syndication, or because they modified the genre in significant ways. At least ten episodes of each series were analysed for changing family and workplace imagery, as well as general categories of plot and character, conflict, and narrative progression. The language of the television text was grounded in an account of the organizational and cultural conditions of its production and reception.

In the imagery of the episodic series, both home and workplace take on the primary intensity of family, but where the domestic sphere becomes a repository of conflict and anxiety about the fracturing of family life and the corrosive effects of modernity on community, the workplace assumes the warm solidarity of an "ideal" family, replacing the domestic sphere as a source of primary identity. Taken together, the television family and workplace map out a social field, recasting the boundaries between private and public spheres. The emergence of an ethic of "people's professionalism" resting on substantive rather than formal skills and commitment, serves as a critique of corporate power and an alternative vision of public authority. The recurring themes of the television narrative both resonate with cultural histories of the period, and enrich them by exploring cultural expressions of subjective response to pressing social problems.

THE IMPACT OF OVERT RESPONSE AND FEEDBACK ON LEARNING DURING CHILDREN'S VIEWING OF "THE ELECTRIC COMPANY" Order No. DA8502943

TORRES-RODRIGUEZ, JOSE E., PH.D. *The University of Michigan*, 1984. 106pp. Chairman: Robert B. Kozma

The purpose of this study was to investigate the effect of overt response and feedback on learning of elementary school children while viewing segments of "The Electric Company." The main hypothesis of the study was that learning and retention are greater if provisions for an overt response and feedback are presented in a network educational television program. It was also hypothesized that these two factors can enhance visual attention to the program leading to greater learning.

Eighty-six first-grade children between the ages 6¼ to 8 years old were randomly assigned to one of six treatment groups; overt-feedback, overt-no feedback, natural-feedback, natural-no feedback, no response-feedback and no response-no feedback.

Learning and retention were measured by an immediate and delayed test. The test consisted of 20 items requiring the subject to read a set of words.

The data were analyzed using analysis of variance and covariance with response mode and feedback level as independent variables and pre-test scores as a covariate. The post- and retention-test scores were the dependent variables. Correlational analysis was used to test some of the hypotheses.

The major finding of this study was that, when invited via production techniques, children do make oral responses to educational television presentations and such responding improves children's learning. Significantly greater post-test scores were found for those children who were directed to make overt responses while watching the experimental program, $F(1,53) = 4.72$. $P < 0.05$. A significant positive correlation was found between responses and post-test scores for those children in the natural group ($r = 0.41$, $df = 25$, $P < 0.01$).

Learning and retention were not affected by feedback. There was, however, a significant main effect on attention for feedback level favoring the feedback group, $F(1,54) = 7.31$, $P = 0.01$. A significant response mode x feedback level interaction was also obtained, $F(1,54) = 4.40$, $P < 0.05$. Attention was greater when either overt response or feedback or both were present. But the absence of both of these strategies depressed attention.

A path analysis was used to specify a causal relationship between learning, response, feedback and attention, such that greater learning is the result of response and feedback. In addition, response and feedback have an indirect effect increasing attention and in turn learning. . . . (Author's abstract exceeds stipulated maximum length. Discontinued here with permission of author.) UMI

THE EFFECTS OF PRODUCTION VARIABLES IN TELEVISION: A DEVELOPMENTAL THEORY Order No. DA8508557

WOOD, STEPHEN CARL, PH.D. *University of Maryland*, 1984. 236pp. Director: Thomas J. Aylward

This dissertation offers a theory of the effects of production techniques on viewer perception of televised messages. Chapter 1 establishes the phenomenal nature of television production and identifies the approach taken by the author in theory building. Chapter 2 reviews the research that seeks to empirically measure the effects of production variables. Also, Chapter 2 defines production variables for study in a fourfold taxonomy: (1) background and figure/ground, (2) editing, (3) lighting, and (4) movement. A review of the literature reveals that no governing theory has been generated by past studies. Further, problems with the conceptualization and operationalization of variables confound our ability to deduce sound theoretical conclusions from existing studies.

Utilizing Roger's notion of meta-theory, Chapters 3-5 identify the theoretical units and establish their interrelationships. Chapter 3 develops the prime theoretical unit, the co-rhetor axiom. This theoretical unit states that television production variables function co-rhetorically in conjunction with the source being broadcast. Conceiving the television medium as a co-rhetor elevates production variables to a new theoretical level. Chapter 4 develops four theoretical units related to the co-rhetor axiom: television as an interpersonal medium, viewer perception of figure/ground configurations, and the integration of visual and aural messages in television.

Chapter 5 presents the co-rhetor axiom and four related postulates along with supportive propositions and hypotheses. Additionally, the faults of past studies are detailed as cautions for future research designs. Finally, the utility of the co-rhetor theory for researchers, directors, and viewers is discussed.

REEL FAMILIES: A SOCIAL HISTORY OF THE DISCOURSE ON AMATEUR FILM, 1897 - 1962 Order No. DA8500714

ZIMMERMANN, PATRICIA RODDEN, PH.D. *The University of Wisconsin - Madison*, 1984. 457pp. Supervisor: Tino Balio

This dissertation argues that the popular definition of amateur film shifts within different historical periods. These varying social concepts of amateur film negotiated larger cultural notions about work and leisure time. Its definitions, positions, and functions as a social idea transformed as a result of changes in the structural relationships between discourses on technology, aesthetics, social uses, and political needs.

On the most simple level, amateur film can be identified as a leisure time commodity that promoted professional filmmaking practices, equipment, and ideology. However, its relationship to professional filmmaking reveals a much more complex process of historical change. Their relationship shifts significantly over these three historical periods analyzed in this dissertation. From 1897 to 1923, amateur film was characterized by technology, with substandard film gauges labelled amateur by major manufacturers holding patents on 35mm formats and processes. From 1923 to 1950, this relationship was articulated in the popular discourse on proper aesthetic form, with deviations from Hollywood style considered amateur. By the 1950's the relationship between amateur and professional film revolved on socialization mechanisms: the family acquired the social attributes of professionalism--skill, expertise, control--in their private life through home moviemaking. Amateur films' relationship to professional film demonstrates a movement towards increased isolation within leisure time activities. As this relationship progressed historically, popular and photographic magazines increasingly presented the cultural functions of amateur film as a social activity for the family unit.

A COMPARATIVE EXAMINATION OF CHILDREN'S USES OF TELEVISION RELATED TO THE ACCULTURATION PROCESS Order No. DA8506146

ZOHOORI, ALI REZA, PH.D. *Indiana University*, 1984. 178pp.

In an attempt to link the theories of acculturation to the uses of mass media, this study: (1) compared uses of American television by native and non-native American children; (2) assessed the impact of non-native American children's acculturation on their uses of American television; and (3) ascertained the impact of interaction with American peers on non-native American children's uses of American television. Uses of American television was defined in terms of motivations for television viewing, preferences for television programs, patterns of exposure to television, identification with television characters, and perceived reality of television characters and events.

A cross-sectional survey technique was utilized. Eighty-three non-native American children and 276 American children participated in this study.

Compared with native American children, non-native American children: (a) used American television more for learning about themselves and others as well as for social interaction purposes; (b) were more interested in watching television programs, particularly educational and adventure programs; (c) identified more frequently with television characters; and (d) expressed stronger belief in the reality of television.

Extent of acculturation had limited influence on non-native American children's motivations for watching television and their interest in American television programs. Uses of American television by these children were not influenced by the extent to which they interacted with their American peers.

This study successfully linked theories of acculturation to the uses of television by children. It illustrated the functionality of television in the acculturation process. It also suggested that a new set of acculturation measures pertaining to children need to be developed.

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